



ENVIRONMENTAL AWARENESS AND ATTITUDE: ROLE OF FOLK MEDIA

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ABSTRACT

In this study, the researcher has tried to find out the environmental awareness and attitude among rural mass. For collecting data 'abhibritti prasnawali' (attitude questionnaire) and 'paryavaran jagrukta mapni' (environmental awareness scale) was developed and used by the researcher. Main outcome of this study is found to be, in all the groups the attitude towards environment was positive and satisfactory. There is a significant difference between male-female and literate-illiterate groups of persons' attitude towards environment. The awareness level in male was significantly higher than female and the awareness level in literate people was also significantly higher than illiterate. The awareness level increased significantly between the rural people after participation in the folk-Song performance. That shows the effectiveness of folk media for promoting environmental awareness.

BACKGROUND:

Today human being is living in a world of crisis. The socio-economical and value crises are some of the threats that are quite alarming. Added to this in the recent decades is the environmental crisis which has become another important factor that has made everyone in the world to think of its gravity. This is the crucial time that environment awareness and sensitivity should cultivate among the mass. For the awareness of society it is essential to work at grassroots level. So the whole society can work to save the environment.

The folk media play an important role in this direction particularly in the rural sector. The folk media is close to the heart and mind of the people. So its appeal is personal and intimate. Public and private organizations use the folk and traditional media on a large scale in their efforts to social and national awareness creation.

Our country has thousands of years of traditional forms of media which is still alive today. Every state has various kinds of folk media like songs and dance, play and drama etc. which is the cultural heritage of that state. These folk media is very popular among the people particularly in rural sector. In Chhattisgarh also there are various types of folk media like, Suageet, Bhartari, Karma, Panthi, Dadaria etc.

Many studies on environmental awareness have been done by many scholars but those studies mainly focused on students and teachers' awareness level. The rural sector has been almost neglected on research point of view. We know that rural environment is much richer than city environment in biodiversity. Therefore the need for awareness building in rural population is more important than the cities.

Therefore the present study is an attempt to understand the environmental aspects in the rural mass.

REVIEW:

Balachandran, Sumathi (2013) was found out the level of awareness of environment and environmental ethics among the Secondary and Higher secondary school students of greater Mumbai.

Sivamoorthy M, Nalini R., Sathesh Kumar C. (2013) revealed that the level of awareness is high among the respondents irrespective of gender difference but in practice level there is difference between genders i.e. males practicing more than females. This study also proposed some recommendations to safeguard the environment in India.

Arunkumar J. (2012) focused on the assessment on environmental awareness among teacher trainees in teacher training institutes in Tiruchirapalli district; Tamilnadu. The major findings of the study revealed that teacher trainees in Tiruchirapalli district have average level of environmental awareness with regard to back ground variables such as gender, locality and teaching competence.

Astalin Prashant Kumar (2011) studied the environmental awareness among higher secondary students and some educational factors affecting it and found the students of 11th and 12th standard were identical as far as their environmental awareness was concerned. Science stream students had more environmental awareness in comparison to arts stream students. The CBSE students had more environmental awareness in comparison to UP Board students. Parent's group of students belonging to literate, undergraduate, post graduate and research had more environmental awareness in comparison to parent's group of students belonging to high school and intermediate. Male students had also more environ-

mental awareness in comparison to female students.

Sengupta Madhumala, Das Jayanti Pintu and Maji Kumar (January 2010) understood the effect of Stream (Arts, Science and Commerce) and gender on twelfth grade students' environmental awareness and environment related behaviour in Kolkata in their study.

OBJECTIVES OF THE STUDY:

1. To study environmental awareness among rural mass with respect to sex and education.
2. To study the attitudes towards environment among rural mass with respect to sex and education.
3. To study the role of folk songs in developing environmental awareness among rural mass.

Keeping in view of the above objectives the null hypotheses are framed.

METHOD OF THE STUDY:

The method is based on descriptive survey and pre-test post-test research design was used. In the present study random sampling technique was used to select the sample that consists of 60 people in rural sector. Sample is based on sex and education. For the data collection 'abhibritti prasnawali' (attitude questionnaire) and 'paryavaran jagrukta mapni' (environmental awareness scale) was developed by the researcher. The reliability of environmental awareness scale is found to be 0.76 by test-retest method. The folk song was used to know the role of folk media in developing environmental awareness. The song was written by the researcher. The data was analyzed by percentage and t-test methods.

RESULT AND DISCUSSION:

1. **Environmental Awareness among Rural with respect to Sex And Education**

Table 1: Environment Awareness level among Rural People (N-60)

| Description | Satisfactory | Non-Satisfactory |
|-----------------------|--------------|------------------|
| Environment Awareness | 52% | 48% |

It is evident from the table-1 that in only 52% rural people, the Environment Awareness level was satisfactory, whereas 48% rural, Environment Awareness level was not satisfactory.

Table 2: Environmental Awareness among rural male and female

| Description | Male | | Female | |
|-------------------------|--------------|------------------|--------------|------------------|
| | Satisfactory | Non-Satisfactory | Satisfactory | Non-Satisfactory |
| Environmental Awareness | 60% | 40% | 43% | 57% |

It is clear from the table-2 that male are better in awareness about Environmental, their satisfactory level was 60 % percentage. On the contrary only 43% Female have satisfactory level as far as Environmental Awareness is concerned.

Table 3: Environmental awareness among literate and illiterate rural

| Description | literate | | Illiterate | |
|-------------------------|--------------|------------------|--------------|------------------|
| | Satisfactory | Non-Satisfactory | Satisfactory | Non-Satisfactory |
| Environmental Awareness | 63% | 37% | 40% | 60% |

The table-3 describes the environmental awareness level among literate and illiterate rural mass. It is clear from the table that literates are better in Environmental awareness. Their awareness level is satisfactory at 63%. On the contrary only 40% illiterate have satisfactory level as far as Environmental Awareness is concerned.

2. Attitudes towards Environment among Rural with respect to Sex and Education

Table 4: Attitudes towards environment among rural (N-60)

| Description | Satisfactory | Non-Satisfactory |
|-------------|--------------|------------------|
| Attitudes | 55% | 45% |

It is evident from the table-4 that in 45% rural, the Attitudes towards environment was not satisfactory, whereas only 55% rural people were satisfactory attitude about environment.

Table 5: Attitudes towards environment among rural male and female

| Description | Male | | Female | |
|-------------|--------------|------------------|--------------|------------------|
| | Satisfactory | Non-Satisfactory | Satisfactory | Non-Satisfactory |
| Attitudes | 63% | 37% | 47% | 53% |

It is clear from the table-5 that male is more positive about environment Attitudes, their satisfactory level was 63% percentage. On the contrary only 47% Female have satisfactory level as far as environment Attitudes is concerned.

Table 6: Attitudes towards environment among literate and illiterate rural mass

| Description | Literate | | Illiterate | |
|-------------|--------------|------------------|--------------|------------------|
| | Satisfactory | Non-Satisfactory | Satisfactory | Non-Satisfactory |
| Attitudes | 67% | 33% | 40% | 60% |

The table-6 is shown that literate person are better in attitude, their satisfactory level was 67% percentage. On the contrary only 40% illiterate have satisfactory level as far as attitude towards environment is concerned.

3. Folk Songs in Developing Environmental Awareness Among Rural Mass

Table 7: Effect of Folk Songs on Environmental Awareness (N-34)

| Description | Pre-test | Post-test | t-value |
|-------------|----------|-----------|---------|
| Mean | 11.47 | 14.52 | 1.59 |
| SD | 2.64 | 2.37 | |

t-value is significant at 0.05 level of significance

It is inferred from the above table no-7 that there is significant difference between two groups, pre-test and post-test in their environmental awareness. The mean score of post –test group is higher which shows that they have more environmental awareness.

FINDINGS:

1. The level of environmental awareness of among rural mass was average.
2. The awareness level in male was significantly higher than female.
3. The awareness level in literate people was significantly higher than illiterate.
4. In all the groups the attitude towards environment was positive and satisfactory.
5. There is no significant difference between male and female attitude towards environment.
6. There are significant difference in attitude towards environment between lit-

erate and illiterate.

7. The awareness level increased significantly after participation in the Song performance between the rural people. The t-value found between Pre-test and post-test groups which is significant at 0.05 level.

CONCLUSION:

In this study we found that the level of environmental awareness among rural was average satisfactory but need more. While working on this paper we witnessed that the Folk songs as a Folk Media play a vital role in environmental awareness. This study has found that the effect of gender and education on their attitude and environmental awareness level.

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